

DECLARATION AND POWER OF ATTORNEY

As below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name.

I believe that I am the original, sole inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**SYSTEMS AND METHODS FOR AUTOMATICALLY
GENERATING ADVERTISING REGISTRATION MARKS**

the specification of which was filed on _____ and assigned application Serial No. _____.

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information known to me to be material to the patentability of this application in accordance with Title 37, Code of Federal Regulations, Section 1.56.

I hereby claim the benefit under Title 35, United States Code, Section 120 of prior United States patent application Serial No. _____, which was filed on _____ and is now _____, and insofar as the subject matter of each of the claims of this application is not disclosed in the prior application as provided by the first paragraph of Title 35, United States Code, Section 112, I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, Section 1.56(a), which occurred between the filing date of the prior application(s) and the national filing date of this application.

I do not know and do not believe the invention was ever known or used in the United States of America before my invention thereof, or patented or described in any printed publication in any country before our invention thereof or more than one year prior to this application and that the same was not in public use or on sale in the United States of America more than one year prior to this application.

I hereby appoint the following attorneys to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith:

Robert J. Depke (Reg. No. 37,607), Douglas M. Eveleigh (Reg. No. 43,426), Robert S. Rigg (Reg. No. 36,991), Deborah Schavey Ruff (Reg. No. 33,770), Donald W. Rupert (Reg. No. 29,974), Richard A. Speer (Reg. No. 17,930), Steven G. Steger (Reg. No. 40,184), Wayne L. Tang (Reg. No. 36,028), David M. Thimmig (Reg. No. 36,034) and Michael O. Warnecke (Reg. No. 24,345) all located at the address shown below.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Name of First Inventor: Jerry Pavelka

Inventor's Signature _____

Date: _____

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Citizenship U.S.